BENSON & HEDGES

1988 PROMOTION PLAN

- Continue to build trial and encourage retrial.
- Reinforce the image of B&H as the quality cigarette.
- Generate broad awareness of our advertising campaign among people who like to smoke.
- Extend the introduction of New Lights Box.
- Defend and build both B&H Menthol and Deluxe Ultra Lights in key markets.
- Develop and test promotion programs that reinforces and expands the image of Benson & Hedges.
- Provide trial oriented added value offers designed to attract B&H users/brand switchers.
- Develop consumer promotion programs that are consistent with the premium image reinforced in other elements of the marketing mix.
- Maximize synergy of all messages to the consumer by utilizing the same image/product story in all consumer promotion as in advertising.
- Generate added value offers to encourage trial through purchase.
- Utilize value added image extending promotions against specific difficult-to-reach target segments.
- Identify promotional programs that would give B&H a sustainable competitive advantage.

FF continuity

Tactic Considerations:

1. Command performance theme is not on strategy with the advertising message extension of quality matters and sociability.
2. Couponing is inconsistent with promotional objectives of reinforcing quality matters.
3. Sweepstakes theme should reinforce "quality matters" and sociability aspect of the ad campaign.
4. Quantity of programs is too heavy. Recommend 1 or maybe 2 per Quarter rather than monthly.
5. Added value/self liquidator "quality" incentives should be a focus of the promotional plan.

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Source: https://www.industrydocuments.ucsf.edu/docs/mynn0004